

# New Fast Pay "Speedpass" Technology Debuts At St. Louis-Area Mobil Service Stations

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## State-of-the-Art Technology Makes Gasoline Purchases Virtually Effortless

Mobil today announced that 50 of its St. Louis-area stations will take self-service gasoline pump advancement to the highest level of sophistication with the introduction of a new and exclusive transaction technology called Mobil Pegasus Speedpass(TM). The new system is similar to the state-of-the-art "toll tags" successfully used by many tollways to reduce the long lines at toll booths.

Speedpass allows customers to gas up without having to stop and pay for the gas they've just purchased, thereby reducing the time required to refuel. An electronic system located in the pump "talks" to a miniature radio-like device (a transponder) issued to the customer. These electronic devices provide instant "quick" to the gasoline pump by automatically charging fuel purchases to a credit card selected when the customer completes a simple application.

Arch Energy/Wallis Oil, owner/operator of 80 Eastern Missouri Mobil stations will lead Mobil's test-market launch of the new customer-friendly technology. "Arch Energy/Wallis Oil has the customer-orientation, commitment to quality service and marketing know how to deliver this product to the market", said David McGettigan, Mobil Speedpass project manager.

"When Mobil asked us to be the first location in the world to offer this advanced technology on this scale to our customers, we jumped at the chance," said Bill Wallis, president of Wallis Oil Company. "We're extremely pleased -- and flattered -- to be part of this exciting customer-oriented advancement."

"As with the development and introduction of most technological advances, security was a major consideration," said Mobil's McGettigan. "Since the Speedpass operates by the customer's transponder identification code, the customer's credit card number remains outside the Speedpass signal system, maintaining the confidentiality of that information. We believe we've developed a technology that helps to protect our customers' account from unauthorized use while speeding them on their way."

To support and enhance the introduction of Speedpass in the St. Louis market, Arch Energy/Wallis Oil has teamed with GM MasterCard(RTM). Customers who designate the GM MasterCard for Speedpass purchases will receive credit toward the purchase or lease of General Motors-brand vehicles.

Speedpasses come in three customer-friendly formats: a key tag -- a tiny device that attaches

to a key chain; a car tag that is affixed to the car's rear window; or a wallet card, which is similar in appearance to a credit card. Customers select their preferred device when they complete an application, available at participating area Mobil stations or by calling Mobil's Speedpass hotline at 1-800-459-2266.

Customers will also be able to use other credit cards including Mobil's proprietary credit cards.

The technology for Speedpass was developed for Mobil in cooperation with Texas Instruments and the Wayne Division of Dresser Industries.

Mobil has been an industry leader in the development of customer-oriented electronic payment systems, including bank debit cards and pump-located Customer Activated Terminals.

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## How Speedpass Works

Speedpass technology centers around the use of low frequency radio signals. Speedpass devices contain miniature transponders -- small radio-like devices, which are encoded with a unique identification number assigned to each customer when a Speedpass device is issued. When a customer pulls up to a designated Speedpass gasoline pump, an antenna at the pump sends a low frequency radio signal to the customer's transponder, which reflects the signal back to the antenna, along with the customer's individual transponder identification code.

All Speedpass pumps are clearly identified and include customer instructions.

Car tag Speedpass transponders are automatically scanned when the customer pulls within five feet of a Speedpass gas pump. For key tag or wallet card Speedpasses, customers simply wave the device in front of the pump to activate the Speedpass system. A light located at the pump turns on when Speedpass is activated so the customer knows when to begin fueling.

Consumers can bypass Speedpass at any time simply by selecting the Cancel button on the pump keypad to deactivate Speedpass.

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